Summary of the Friday Sermon Delivered by Hazrat Mirza Tahir Ahmad – Khalifatul Masih IV. On 12 July 1996

After the rather full-on tour of Canada and America - The Jalsa of UK is now coming up. Friends should remember all those who have arrived to take part in it and also those who have not been able to do so in their prayers, forbear and forgive the organisational flaws as far as possible. Forbearance and forgiveness is a great virtue in itself but Allah the Almighty takes it upon Himself to forbear the person who forbears for the sake of God.

Some attendees of the Jalsas of Canada and America had arrived after undertaking very lengthy journeys from far off places but did not have the opportunity of meeting me personally. Although thousands of meetings did take place but those who had come from afar especially for a personal audience did not get the opportunity of a personal audience and this caused them much trouble. It is impossible to meet every person in such a large gathering and those who do find it so brief that they cannot believe how quickly the time is up. I am helpless for time. Those who are coming now should also keep in view that the system of *Mulaqats* [personal audiences] has become very vast. The importance and advantageous aspect of family Mulaqats is not an issue to do with fairness, where it is essential that everyone desirous of meeting to be given the opportunity to do so. *Mulaqat* is the personal right [of an individual]. I am not in need of gratitude from those who are able to meet because it is just for the sake of Allah. However those who cannot meet should not see it as a cause for complaint. Some people think that the group *Mulaqats* which take place during Jalsas are not *Mulaqat*. When we sit together during the Questions & Answers Sessions that is also a *Mulaqat*. Similarly when I stand before you during the Jalsa and speak for hours, that is also a *Mulaqat*.

Once again I emphasise the preparation and dispatch of interesting, informative, beneficial and diverse Programs for MTA about which I will explain what I am after by way of giving a few examples. For example there is Uganda, its history, geography, economics, its produce. In addition Programs could be made about its famous Lake Victoria. Comments based upon authentic research could be added to its various scenes. Similarly for example when Ahmadiyya arrived there, the background of its people, where are they buried, the languages spoken there. What political changes Uganda underwent in different times? When did the foreign nations overtake them? What was the state before? There are so many subjects on which Films can be produced. Then there is the history of its missionaries - Who were the missionaries who arrived there? Things they had to endure - The difficult and frugal life they lived - The affairs of the early Ahmadis of the mission - What became of their opponents - How the support of God manifested itself during various clashes - These are all incidents pertaining to the history of Uganda. They can be presented in a presentable way that has quality. So that nobody would feel as if a speech is being made. Teams of volunteers are needed for this task who would take some responsibilities upon themselves.

When you make Programs for MTA you should keep in sight all the instructions I have given about the producing of Programs collectively, read them carefully and produce Programs accordingly. Present a complete picture of your own countries in a way that satisfies the thirst of the viewer and listener. Then also take the current opportunities available in that country for example speaking of Uganda what are the opportunities for trade there? If they

have a habit of stealing whether it can be countered in any way or not. What is the situation of Import/Export there? Whether there are any opportunities for Industrial work? Then if certain references can be obtained through the *Jamat* [Community] in that area that should also be mentioned. Then there are its languages, introduce those, speak about its native poets and writers, its national sports, details about its native foods, its fruits, the methods of farming, there are innumerable subjects on which films can be produced. People do take an interest and it does not contain anything offensive and if anyone is in the habit of increasing their knowledge that is the greatest drug. Knowledge possesses such a relish which enables one to expand. If the relish for knowledge is residing in the heart it also gives birth to a nobility of character. Then it is also for MTA to speak about the physicians and Scientists of that country. What school of Scientists were born in that country - Their biographies. The history of their literature, their native stories that have achieved well known fame. The jokes of your countries should also be mentioned. Every country has a unique sense of humour. Then introduce the things disliked by its people - These things would be very beneficial to our missionaries and summoners to Allah. You should know the temperament of every nation, their likes and dislikes so that we can emerge as a summoner to Allah upon an international scale. At the mention of poets children could suddenly start singing their famous poems.

Then another side is the production of Programs in your own languages so the native people of your country get to know about the rest of the world. Programs should not only be shown in Internationally spoken languages such as Urdu and English but in your native languages too. Introduce your native religious communities, its clergy, its standard of education, the standard of religious education, its moral state of affairs, and its international trade. The people in your countries cannot take an interest in MTA until you produce Films in your native languages about the outside world whilst introducing the outside world to these things.
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The purely spontaneous expressions of excited African Ahmadis should also be shown. The attraction that our MTA Programs possess is the attraction of truth. Artificiality should never be permitted to enter the production of Programs. MTA cannot win the hearts of the world without these distinctive features.

May Allah the Almighty enable the Ahmadis of every country to produce good films about their own countries. Every TV Program should first be researched. Don't just rely on showing [some] sceneries. I had advised that your children and your elders, boys and girls should be entered into the work of research. Every Ahmadi of the world should learn the things which would increase their knowledge as well as prepare them to be the best summoners to Allah while sitting in their homes. Present the best, interesting, very well-informed and educating and melodious Programs and bring some film samples with you before coming for the Jalsa (of Britain).

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